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Substitute for form 1449A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Application Number	10/001,772-Conf. #4306
		Filing Date	October 31, 2001
		First Named Inventor	Anand Subramanian
		Art Unit	3622
		Examiner Name	R. Alvarez
Sheet	1	of	5
		Attorney Docket Number	03485/100H799-US1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	AA*	US-20050165615-A1	07-28-2005	Minar	
	AB*	US-6,754,873	06-22-2004	Law et al.	
	AC*	US-20040122811-A1	06-24-2004	Page	
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	AE*	US-6,725,259	04-20-2004	Bharat	
	AF*	US-6,678,681	01-13-2004	Brin	
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	AH*	US-6,615,209	09-02-2003	Gomes et al.	
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	AP*	US-6,044,376	03-28-2000	Kurtzman, II	
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Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ² -Number ³ -Kind Code ⁴ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	BA	WO-99/46719	09-16-1999	Cannon Holdings L L C	

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AL1*	US-5,864,863		01-26-1999	Burrows	

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	AQ1*	US-5,974,408	10-26-1999	Cohen et al.	
	AR1*	US-6,006,197	12-21-1999	d'Eon et al.	
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	AX1*	US-6,236,978	05-22-2001	Tuzhilin	
	AY1*	US-6,327,574	12-04-2001	Kramer et al.	
	AZ1*	US-6,339,761	01-15-2002	Cottingham	
	AA2*	US-6,629,092	09-30-2003	Berke	
	AB2*	US-7,149,741	12-12-2006	Burkey et al.	
	AC2*	US-5,435,087	07-25-1995	Karkar et al.	
	AD2*	US-4,914,590	04-03-1990	Loatman et al.	
	AE2*	US-5,761,655	06-02-1998	Hoffman	

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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.	
	CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.	
	CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.	
	CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.	
	CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.	
	CF	Notification of Transmittal Of The International Search Report Or The Declaration And Search For PCT/US01/45483 Dated August 28, 2002	
	CG	"Spy On Your Customers (They Want You To) - New Web Tracking Technology Turns Browsers Into Paying Customers (Company Business and Marketing) BOB TEDESCHI From Ziff Davis Smart Business For The New Economy, 58 Dated August 1, 2001, ISSN: 1528-4034	
	CH	Notification of Transmittal of International Preliminary Examination Report for PCT/US01/45483 dated January 31, 2003	

Examiner Signature	/Raquel Alvarez/	Date Considered	02/22/2009
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